

Professor Ken Carpenter

Web site: <http://vcccarpenter.com>; E-mail: kcarpenter2@valenciacc.edu

Office: West SSB 220C; Office: 407-582-1170; Mobile: 407-539-4823; Home: 407-293-6225

Office hours: Monday-Thursday 4-6 p.m.; Friday 8:30-10:30 a.m. (virtual, via cell phone)

MMC 1000, SURVEY OF MASS COMMUNICATION — FALL 2008 **Monday and Wednesday, 1:00-2:15 p.m., West Bldg. 3, Room 118**

CORE COMPETENCIES

Valencia Community College has established four core competencies that describe the learning outcomes for a Valencia graduate. They are:

- **Think:** Think clearly, critically, and creatively; analyze, synthesize, integrate and evaluate in many domains of human inquiry.
- **Value:** Make reasoned judgments and responsible commitments.
- **Communicate:** Communicate with different audiences using varied means
- **Act:** Act purposefully, effectively, and responsibly.

For more on Valencia's core competencies, visit: <http://www.valenciacc.edu/competencies/>

COURSE DESCRIPTION

In this survey course, we will cover the history, development and current practices and theories of mass communications, including the functions of newspapers, magazines, radio, television, the Internet, public relations, and advertising with respect to each institution's responsibilities, liberties and challenges in a democratic society. Your task will be to form a clear understanding of the function of mass communications in society and, more importantly, to develop an *original perspective* about the relevance of masscomm in this society.

COURSE MATERIALS

Required: "Introduction to Mass Communication" (Baran, 5th edition)
"The Curious Incident of the Dog in the Night-time," by Mark Haddon
The Wall Street Journal (15-week subscription required)

COURSE REQUIREMENTS

Attendance (28 class sessions @ 10 points, 280 total)

You are expected to attend all classes and to be on time. On your fifth absence, you will be withdrawn from the course. (See attendance policy.)

Essays (4, each worth 30 points, 120 total)

You will choose one question from a list provided and write an in-depth answer, in a minimum of two pages (typewritten, double spaced, Microsoft Word documents only). Personal opinion is often required, and outside support of any argument is encouraged (with proper credit).

Quizzes on Wall Street Journal reading (20, each worth 5 points, 100 total)

You will be expected to read the Wall Street Journal daily, paying particular attention to the stories selected by the professor, and be ready for a quiz on the material each week. (See class/quiz schedule attached.)

Quizzes on “The Curious Incident of the Dog in the Night-time” (8, each worth 10 points, 80 total)

The class will read “The Curious Incident of the Dog in the Night-time” over eight weeks, and there will be eight quizzes on equal segments of the book. (See class/quiz schedule attached.)

Topic Presentation (1 worth 100 points)

You will make a presentation on a single topic to the class. In this presentation, you should:

- Deepen the class’ understanding of the material given in professor lecture by discussing examples and perspectives not addressed in the lecture.
- Find an original way to stimulate discussion of the topic at hand.
- Speak for 10-15 minutes. If you need more time than this to present your findings, you should request time from the professor before the class begins.

Professional blog creation (15 points)

Each student will create and maintain a professional Web log -- blog -- where all classroom work will be published prior to deadline. Blogs will be created using any number of services, but must be created outside of social networking sites (such as MySpace and Facebook).

USB “thumb drive” acquisition (15 points)

Each student will have a USB “thumb drive” on which to store and transport files.

COURSE POLICIES

Attendance

You are expected to attend all 28 class sessions and be on time; if you miss five classes, you will be dropped from the course. **PLEASE NOTE: THERE ARE NO EXCUSED ABSENCES.**

Plagiarism / Cheating

If you cheat or plagiarize, you will receive a zero for the work in question. In some cases, the instructor will drop the student from the course. the college may punish plagiarism with suspension or expulsion.

Make-up Work

If you miss any assignment deadline, you cannot make-up missed work. If you have a scheduling conflict on the day of an exam, you can take that exam PRIOR to the scheduled date, but not after. If you are absent on the day of your scheduled class presentation, you receive no credit.

(See attendance and make-up work policy.)

Grading

Attendance	28 classes @ 10 points	280	630-700 = A
Essays	4 @ 30 points	120	560-629 = B
Topic Presentation		100	490-559 = C
WSJ Quizzes	20 @ 10 points	100	420-489 = D
Book Quizzes	8 @ 10 points	80	000-419 = F
Blog		10	
USB “thumb drive”		10	
TOTAL		700	